



# New Hampshire Housing and Conservation Planning Program

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[www.nh.gov/oep/programs/HCPP/](http://www.nh.gov/oep/programs/HCPP/)

**ADVISORY BOARD MEETING**  
**Monday, November 26, 2007**  
**Office of Energy and Planning**  
**57 Regional Drive, Concord, NH**

## **FINAL MINUTES**

### **MEMBERS PRESENT**

Representative Timothy Butterworth, appointed by NH House of Representatives  
Richard Ball, Cirtronics Corporation, appointed by Business and Industry Association of NH  
Dean Christon, NH Housing Finance Authority, appointed by NH Housing Finance Authority  
Christopher Closs, C.W. Closs & Co., appointed by NH Main Street Program  
Jeffrey D. Gilbert, W.J.P. Development, LLC, appointed by NH Preservation Alliance  
Kenneth Ortmann, Rochester Dept. of Planning and Development, appointed by NH Municipal Association  
William Norton, Norton Asset Management, appointed by Land and Community Heritage Commission  
Maura Adams, The Jordan Institute, appointed by The Jordan Institute

### **OTHERS PRESENT**

Jennifer Czysz, NH Office of Energy and Planning, appointed as program administrator  
Dari Sassan, NH Office of Energy and Planning

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## **I. ROLL CALL AND INTRODUCTIONS**

Mr. Christon called the meeting to order at 9:35 AM on November 26, 2007 at the NH Office of Energy and Planning, 57 Regional Drive, Concord, NH.

## **II. MINUTES**

**ACTION:** MOVED by Mr. Norton, seconded by Mr. Gilbert, THAT the minutes of the Advisory Board meeting held on October 29, 2007 be approved. The motion passed unanimously by a vote of 8-0.

## **III. ADMINISTRATIVE RULES UPDATE**

Ms. Czysz provided an update on the progress of the rules, informing the board that the draft rules were submitted to the Division of Administrative Rules and that the December 12<sup>th</sup> public hearing will proceed as planned. Public notice was posted in the Rule Making Register on November 16, 2007 and the Union Leader on November 21 and 28, 2007. Mr. Sassan emailed information about the hearing to municipalities, regional planning commissions and municipal planners. The rules and meeting information are also posted on the

OEP website. Based on recommendation of Senator Fuller Clark and other board members, OEP will inform other stakeholders including the NH Association of Conservation Commissions, NH Division of Historical Resources, Workforce Housing Council and regional coalitions, State Senate, House Municipal and County Government Committee members, and original bill sponsors. OEP will also follow up with the NH Municipal Association, NH Preservation Alliance, and the Home Builders, all with advisory board appointments, to request they distribute hearing information to their members and post to their online calendars

Concerns were voiced over the accessibility and spatial suitability of the OEP conference room for the public hearing on HCPP rules. It was decided that signage should be supplied to help overcome poor visibility of the OEP office.

The Board proceeded to discuss the different ways of disseminating information and the various target audiences. It was acknowledged that the program has limited funds allocated for administrative costs such as mailings and that the creation of the recently completed HCPP brochure was funded as a gift from the NH Charitable Foundation. Mr. Ball said that Cirtronics would probably be willing to sponsor some costs and Mr. Christon said that NHHFA would likely do the same. Ms. Czysz noted a simple way for Advisory Board members to assist with information dissemination would be to independently distribute brochures to their individual constituents. Ms. Czysz will have brochures available at the upcoming Administrative Rules public hearing and Advisory Board meeting in January. Board members are welcome to take as many brochures as they can realistically distribute them.

Mr. Christon suggested that sending an information package to the regional planning commissions would be an effective way of disseminating information as they are likely to be familiar with which towns are likely to participate in HCPP.

#### **IV. DISCUSSION OF PROGRAM PERFORMANCE INDICATORS**

Mr. Sassan explained that the initial draft of program performance indicators was developed through a process of envisioning ideal outcomes and working backwards through the program stages to identify indicators at each stage that represented progress toward the end goals of the program.

Mr. Ortmann identified the need for the indicators to be realistic, seconded by Mr. Christon who added that initially, indicators such as ‘number of participating communities’ would be the only available data. Mr. Ortmann summarized by saying that while the realization of the final goals listed as “post HCPP” on the program performance indicators handout would be the ultimate indicator of success, in the first year, shorter term goals would have to be used to realistically evaluate performance.

Having identified participation numbers and levels of interest as the logical indicators of initial success, the board’s discussion moved to methods of drawing highest possible interest and participation. Mr. Butterworth said that it would be important to target communities that are primed for the program. Mr. Sassan identified the regional planning commissions as ideal advisors on which communities may be most ready for and open to HCPP. Mr. Closs mentioned that reaching builders could also generate momentum for the program. Mr. Ortmann added that targeting the full range of related interest groups, and tailoring a specific message for each could help. Mr. Butterworth added that attending the conferences of the various interest groups could prove beneficial.

Mr. Christon returned to the principle of dividing indicators into the short and long term and, for the immediate future, concentrating on the short term for signs of success, or outputs. Mr. Ball analogized the program to a tool, asking questions like, “Does it cut? Is it user friendly to the average person? Can it be used on a variety of materials?” [paraphrase] Following the analogy, Mr. Christon added the question, “Are we targeting those who are already shopping for this tool or those who didn’t even know they needed it.”

[paraphrase] He followed by suggesting that in the near term it would be best to target those who are already looking. Mr. Ball added that another potential target group could be towns experiencing turmoil as the program could help solve some of their problems.

Mr. Ortmann identified difficulties associated with trying to get builders to do something new. He suggested that the best way to effect changes in behavior is to highlight the reasons why it is in the best interests of the group from within you want the change to occur. Mr. Closs recommended enumerating the financial and other incentives to participate in the HCPP in a document (e.g. “Ten Ways Cluster Development Can Increase Profits and Boost Customer Satisfaction”). Mr. Closs suggested the distribution of such a list for marketing purposes.

Mr. Gilbert proposed that the reluctance of builders may be more a function of difficulties associated with municipal regulations than a function of unwillingness to change, suggesting that changes in municipal land use policy would be followed by more progressive development behavior.

Mr. Gilbert suggested a strategy for OEP that involved doing everything possible to get participation and moving forward from that point. Mr. Christon followed with the suggestion that information gathering could be part of the initial strategy. Initial information or data for OEP to collect at the onset of the program would include:

- Number of applications per grant offering – overall and by stage;
- Number of returning applications for successive stages
- Average and range of scores at each grant offering
- Number of contacts for information, why they are interested in the program, and do they ultimately apply

OEP should develop as part of the guidance materials a checklist of work that must be performed within each stage.

## **V. PROGRAM APPLICATION MATERIALS**

Ms. Czysz and Mr. Sassan circulated a draft of program application that included guidelines for a required narrative and guidelines for a project budget. Ms. Adams suggested using the application as a tool for gathering data about towns that apply. Mr. Ortmann added that the progression of applications from round to round may provide indicators of program success in itself (e.g.: the first round of applications were all for stage 1 and none of the towns showed a significant level of preliminary progress towards a housing and conservation plan. The second round of applications included several at advanced stages from towns that had already begun the process. This would be an indicator of success.)

Mr. Butterworth recommended that any data collection system have the capacity for multiple types of queries so that the data can be used to answer a wide array of questions.

Generally, the board felt that time spent analyzing applications, accepted and rejected alike, would render valuable information.

While the board decided it would be inappropriate to recommend specific consultants, applicants should be encouraged to seek consultation during the application process.

## **VI. MEETING SCHEDULE**

The board members decided upon the following meeting schedule:

December 12, 2007: 6:00 PM to 7:00 PM –public hearing date

January 3, 2008:	1:00 PM to 3:00 PM –review hearing proceedings and application materials
January 18, 2008:	TBD –tentative JLCAR meeting
February 4, 2008:	9:30AM to 11:30 AM –review application materials and program indicators
March 3, 2008:	9:30AM to 11:30 AM –review program performance indicators

*All meetings will be held at the Office of Energy and Planning, 57 Regional Drive, Concord, NH, unless otherwise noticed.*

## **VII. ADJOURNMENT**

The meeting adjourned at 11:40 AM.

Respectfully Submitted,

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Jennifer Czysz, Senior Planner  
Office of Energy and Planning

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